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For Immediate Release

Novia launches reporting system to add business and client value ahead of RDR

Novia, the full service wrap provider, has launched a reporting and management information system - Report Zone, to support Advisers in adding value to both their business and client relationships ahead of the introduction of RDR. Report Zone is an easy to use Management Information (MI) tool that delivers an extensive range of reports for business written via Novia.

From the business perspective, Report Zone can add value through improved efficiency in business reporting, compliance management and TCF monitoring. Report Zone offers firms very quick access to data that can be analysed and manipulated to aid business management and monitor adviser activity.

From the client perspective, Report Zone adds value through clear and concise reporting on all product wrappers showing anything from investment activity to profit/loss of portfolios. This can be delivered in a format and frequency to suit the fee paying client hence adding value without extra cost.

Report Zone offers advisers the following reports:

- Client and wrapper focused:
 - Client Valuations
 - Income Distributions Received
 - Investment Rebates Received
 - Investments Held and Traded
 - Product Wrappers Opened and Held

- Business information:
 - Adviser Remuneration
 - Reports to aid TCF and Compliance monitoring
 - Commission reconciliation
 - Identifying Funds and Fund Managers used
 - Transactions undertaken by advisers and commission earned
 - Data can also be uploaded into a firm's back office software and soon into other solutions such as Morningstar's Adviser Workstation.

Bill Vasilieff, CEO of Novia comments;

"Advisers are facing a challenging migration from commission to fees, both from a business perspective, and managing their client relationships. Report Zone is a genuinely innovative solution to assist in this transition as it supports advisers in running their businesses more effectively. Accessing and using the wealth of information held on a platform can not only add value to a client relationship, it can also make the burden of regulation and running a business much easier. It allows business owners to easily access a very broad range of MI to support them in running their business more effectively and meeting the requirements of TCF and the RDR"

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Notes to editor:

Novia

Novia Financial plc launched to market in October 2008 to provide a comprehensive wealth management service or 'full wrap platform' for investment advisers and their clients. Novia provides a transparent pricing structure as well as access to a wide range of product wrappers each with their own Cash Facility, an extensive suite of portfolio management tools, and access to an extensive range of investment classes including shares, bonds, traditional authorised funds, ETFs and alternative investments.

The core operating system is provided by Australian based GBST who have been developing software solutions for fund administration and financial services since 1996, and for wrap solutions since 1999, amassing \$186bn (AU) in assets under management on their systems. The comprehensive suite of portfolio management tools is powered by Financial Express, who also provide the data for the platform, and the illustrations are provided by Dunstan Thomas.

The Novia team, based in Bath, is led by Bill Vasilieff, ex Sales and Marketing director and joint Co-founder of Selestia. Novia, as an independent proposition, has substantial financial backing from a combination of private individuals and corporate organisations. The board is chaired by Sir Anthony Cleaver (former chairman and chief executive of IBM in the UK). Other members include John Beaumont, non executive, who has held a number of non executive roles in major public organisations and several technology startups, Tim Levy (non executive and investor), Chief Executive of Future Capital Partners, David Royds (non executive and investor) Chairman of Matrix group, and Bill Vasilieff as CEO.

Novia Financial plc is authorised and regulated by the Financial Services Authority.